



TERRY MOULTON

WISCONSIN STATE SENATOR



23RD SENATE DISTRICT

**Senator Moulton testimony on SB 155
Senate Committee on Financial Institutions and Rural Issues
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Good morning and thank you, Chairman and members, for the opportunity to testify on SB 155, otherwise known as the "Wine at Fairs" bill.

According to reports from the Wisconsin Association of Fairs, more than 3 million people attended 76 state and district fairs in Wisconsin during 2010. I was one of those attendees. In addition to frequenting the county fairs in my area, I live about six miles south of the Northern Wisconsin State Fairgrounds in Chippewa Falls.

We all know that the exhibits, musical performances, booths, food and nostalgia help fairs to have an important economic impact and social influence on all of our communities. Regardless of the scope of impact, all fairs and festivals represent a time of year where residents celebrate their heritage, their families and their communities.

Fairs provide amusement, recreational and educational opportunities but also have the ability to promote an area's economy and local tourism—including grape growing and wine making. Some fair boards would like to incorporate wine produced in Wisconsin and ideally from a winery nearby. As a marketing tool, this new "face to face" business opportunity allows local wineries to reach more customers and promote their local businesses.

However, a fair is currently ineligible to receive state fair aids if sale of any alcoholic beverage other than beer take place on its grounds. Under this bill, the fair can sell beer AND wine and remain eligible for state fair aids. Wineries are also authorized to make retail sales and provide taste samples of wine on fairgrounds, under the "Class B" license issued to the fair association, if the wine is purchased from a wholesaler.

This bill will afford our flourishing winemakers, vineyards and orchards, whether in Withee or Bloomer, or Algoma or Bayfield an exciting new outlet for potential business. No longer would fair associations or other filing entities run into trouble when seeking aid from DATCP should they serve or sell wine on fair property. I see this as a common sense bill we can all get behind.

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